

GOVARDHAN T

Digital Marketing Executive

Palahalli, Mandya | +91-9538511149 | rakshanmanvaith21@gmail.com

OBJECTIVE

Result-oriented Digital Marketing Analyst with 1 year of experience in creating and implementing digital marketing campaigns. Proficient in SEM, SEO, social media marketing, and data analytics. Seeking to leverage analytical skills and creativity to drive marketing initiatives

TECHNICAL SKILLS

- Search Engine Marketing (SEM)
  - Search Engine Optimization (SEO)
- Social Media Marketing
  - Google Analytics
  - Campaign Management
  - Data Analysis
- Content Development
  - Marketing Automation
  - A/B Testing

PROFESSIONAL EXPERIENCE

IPCS Global Pvt Ltd , Mysore	May-2024 - Feb2025
<ul style="list-style-type: none"><li>Developed and executed digital marketing strategies across various channels to increase brand awareness and drive conversions.</li><li>Conducted keyword research and analysis for SEO optimization resulting in a 20% increase in organic traffic.</li><li>Managed social media accounts to engage with the audience and increase follower count by 25%.</li><li>Monitored and analyzed campaign performance metrics using Google Analytics and created monthly reports for stakeholders.</li><li>Collaborated with cross-functional teams to align marketing strategies with business goals.</li></ul>	

EDUCATION

Bachelor of Visual Arts	2022
<ul style="list-style-type: none"><li>Ravivarma Art Institute, Mysore</li></ul>	
Pre-University Science (PCMCs)	2018
<ul style="list-style-type: none"><li>K N C Innovative P U College, Mysore</li></ul>	

ADDITIONAL INFORMATION

- Languages:

Kannada

English
- Personal Information:

DOB: 21/10/1999

Gender: Male
- Hobbies:

Traveling, Playing video games, Photography